THE INFLUENCE OF BRAND IMAGE AND GREEN MARKETING ON PURCHASING DECISIONS, WHICH ARE MEDIATED BY CUSTOMER SATISFACTION IN THE COFFEE SHOP INDUSTRY IN DENPASAR

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Abstract:
The problem of purchasing decisions occurs in several coffee shops in Denpasar City. The thing that encourages consumers to keep coming to one coffee shop is that the company creates a brand image of its environmentally friendly products, which impacts consumer purchasing decisions for these coffee products. This study aims to analyze the effect of brand image and customer satisfaction on purchasing decisions, with customer satisfaction as a mediating variable in the coffee shop industry in Denpasar City. The population in this study consisted of consumers who had visited one of the coffee shops in Denpasar City. The sample used was 80 respondents who had visited one of the coffee shops in Denpasar City. The data analysis method used descriptive and inferential statistics using Partial Least Square (PLS). This study found that brand image has a negative and insignificant effect on purchasing decisions. Brand image has a negative and insignificant effect on customer satisfaction. Green marketing has a positive and significant effect on purchasing decisions. Green marketing has a positive and significant effect on customer satisfaction. Customer satisfaction has a significant positive effect on purchasing decisions. Customer Satisfaction perfectly mediates the effect of brand image on purchasing decisions. Customer Satisfaction perfectly mediates the effect of green marketing on purchasing decisions.
Keywords: Brand Image, Green Marketing, Purchase Decision, Customer Satisfaction.

INTRODUCTION

At this time, the development of the business world is increasingly dynamic and full of competition, demanding companies to make changes in orientation to the way they release products, maintain their products, attract consumers, and handle competitors (Tjiptono, 2015). Many producers of goods and services from one country compete with producers from other countries to attract consumers in national and international trade. In maintaining a positive perception in the minds of consumers, companies must carry out the right marketing strategy to achieve the intended market share, and the company must also know the company's internal and external problems. The emergence of intense competition has caused businesses to compete with each other to face competition and gain a competitive advantage. Competition includes all offers and substance products offered by competitors, both actual and potential, which a buyer might consider (Kotler, 2016).

Over time, the rise of hanging out in coffee shops encouraged many local coffee shops to enliven the market (Fauzi et al., 2017). It has an impact on business growth, especially restaurants

and cafes. The development of the restaurant business in Bali Province can be seen in the following table:

Table 1. Development of Restaurant and Cafe Business in Bali Province

District/City	Year		
	2021	**2022**	**2023**
Jembrana	158	136	317
Tabanan	119	92	0
Badung	728	823	869
Gianyar	1.053	952	1.223
Klungkung	375	245	423
Bangli	14	47	67
Karangasem	269	146	43
Buleleng	548	200	535
Denpasar	604	604	952
Total	**3.668**	**3.245**	**4.429**

Source: BPS Bali Province, 2023

The decline in the number of restaurant businesses can be seen from the number of restaurants in 2021 3,668, which decreased to 3,245 in 2022. However, in 2023, there was a significant increase, which increased to 4,429. The tight competition in the food and beverage industry, especially restaurants and coffee shops in Bali, requires business people to pay attention to fast-changing consumers. Purchasing decision problems occur in several coffee shops in Denpasar City. Through a pre-survey with the interview method, points were obtained that encouraged consumers to keep coming to one coffee shop because the company creates a brand image of its environmentally friendly products, which impacts consumer purchasing decisions for these coffee products. This strategy is carried out so that consumers assume that there will be rewards when drinking the product (Aliamutu & Mkhize, 2024).

According to customers at a well-known coffee shop in Denpasar City, price is not problematic when customers feel the price is comparable to the taste and quality provided. Customers will not return if the expected thing is not obtained even though, from the price perspective, it can be said to be "cheap." It shows that customers are more focused on the value of the benefits they get. In addition, attractive interiors and friendly service make customers comfortable to stay longer in the coffee shop and become a benchmark in choosing a coffee shop. It makes it one of the coffee shops always remembered in customers' minds.

Purchasing decisions are a series of processes that start from consumers recognizing their problems, looking for information about specific products or brands and evaluating these products or brands on how well each of these alternatives can solve their problems, which then leads to a purchase decision (Tjiptono & Chandra, 2014). One of the factors that plays a vital role in purchasing decisions is brand image, where the company must have an excellent image to generate buying interest in consumers and lead to purchasing decisions (Ekawati, 2014). Increasing a company's brand image is one of the objectives of a marketing strategy. Brand image is the most important thing for the company and is a priority. Brand image is how consumers perceive a particular brand based on other brands with some of the same products (Iskandar, 2018). Brand image is a factor that can influence purchasing decisions; this is in line with and can be proven from several studies conducted by Rizan et al. (2017) that brand image has a positive and significant effect on consumer decisions on product purchases at PT. Schneider Indonesia, Tampubolon, and Adelina (2023)

revealed that brand image significantly affects purchasing decisions for Medan Gacoan Noodles (Mardiana, 2023).

Besides the brand image, green marketing is also one of the factors that can influence purchasing decisions. The term green marketing or green marketing has surfaced because of the problems faced by the earth, such as global warming. Green marketing is a new strategy used by business people considering environmental aspects. The business run later is centered on the company's profit and responsibility to nature. Widiarsa & Sulistyawati (2018) that green marketing has a significant positive effect on purchasing decisions at Earth café in Seminyak, and Septifani et al. (2014) reveal that green marketing has a positive and significant effect on purchasing decisions for the drinks in RGB packaging. Kusuma et al. (2017) reveal that green marketing positively and significantly affects purchasing decisions for Tupperware members in Rangkasbitung City.

Based on the previous empirical studies, researchers are interested in analyzing the effect of Brand Image and Green Marketing on Purchasing Decisions mediated by Customer Satisfaction in the Coffee Shop Industry in Denpasar City.

Consumer Strategy. Grand Theory in this study uses marketing theory; according to Kotler and Keller (2012), marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return. In carrying out marketing activities, companies must require the right marketing strategy to achieve all company goals optimally. Marketing strategy not only plays a role in driving sales but can also increase customer satisfaction.

Purchase Decision. According to Kotler (2012), purchasing decisions are actions from consumers to buy or not to buy products. Of the various factors influencing consumers in purchasing a product or service, consumers usually consider quality, price, and well-known products. According to Schiffman & Kanuk (2013), purchasing decisions are "The selection of an option from two or choices," which means that a purchasing decision is a person's decision where he chooses one of several choices available. In the research of Kotler and Keller (2016), the indicators used to indicate purchasing decisions are as follows: product selection, brand selection, channel selection, purchase time, purchase amount, and payment method.

Customer Satisfaction. Customer satisfaction is essential in running a business, and customer satisfaction will be created if the product, price, and service quality follow what consumers expect and want. Yuniarti (2015) defines customer satisfaction as the overall attitude shown by consumers toward goods and services after they acquire and use them. It is a post-choice evaluative assessment caused by specific purchase selections and the experience of using or consuming these goods and services. Consumer satisfaction can be shown through consumer attitudes on purchases. According to Dewi and Nugroho (2020), indicators are overall satisfaction, confirmation of expectations, and comparison to ideal.

H5: Customer satisfaction has a positive and significant effect on purchasing decisions.
H6: Customer Satisfaction mediates the effect of brand image on purchasing decisions.
H7: Customer Satisfaction mediates the influence of green marketing on purchasing decisions.

Brand Image. Brand image is a series of perceptions that exist in the minds of consumers towards a brand, usually organized into a meaning. The relationship with a brand will be stronger if it is based on experience and gets much information. Images or associations represent perceptions that can reflect objective reality or not. The image formed from this association (perception) underlies consumers' buying decisions and brand loyalty. The brand image includes knowledge and belief in brand attributes (cognitive aspects), the consequences of using the brand and the appropriate usage situation, as well as evaluations, feelings and emotions perceived with the brand

(Affective aspects) (Romadhoni, 2015). The indicators that form a brand image, according to Aaker and Biel (2009), are The image of the maker (corporate image), product/consumer image (product image), and user image (user image).

H1: Brand Image has a positive and significant effect on purchasing decisions

H2: Brand Image has a positive and significant effect on customer satisfaction

Green Marketing. Green marketing, or environmental marketing, is developing in line with public attention to environmental issues so that people demand the responsibility of business actors in carrying out business activities. Donni (2017) explains that green marketing develops by considering consumers' satisfaction, needs, desires, and desires in their business activities.

Relationship with the maintenance and preservation of the environment. American Marketing Association

(AMA) Situmorang (2011) defines green marketing as marketing products that are safe for the environment. It includes several aspects in the production process, such as packaging and marketing to consumers as environmentally friendly products. The dimensions of green marketing Angeline et al. (2015) mention that green marketing consists of 4Ps, including green products, prices, places, and promotion.

H3: Green marketing has a positive and significant effect on purchasing decisions.

H4: Green marketing has a positive and significant effect on customer satisfaction.

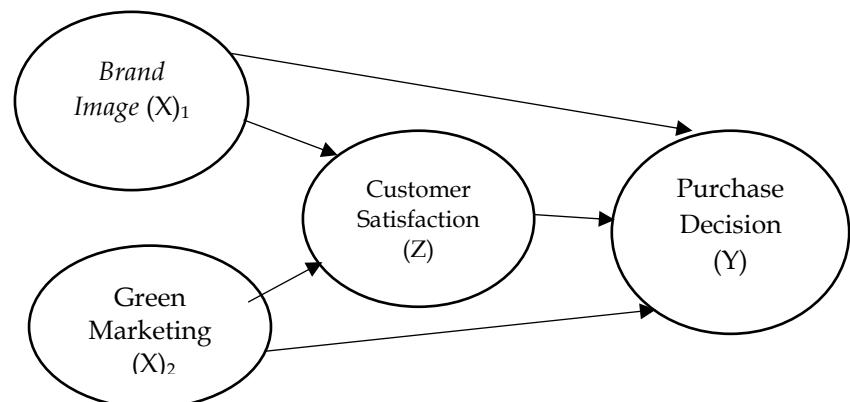The research conceptual framework is described as follows.

Figure 1. Conceptual Framework

METHODS

This research was conducted in Denpasar City, Bali, considering that Denpasar City is the economic center in Bali Province; besides that, many business people are currently utilizing marketing strategies to promote. The scope of this study includes a discussion of the value displayed through brand image, green marketing strategies, customer satisfaction and factors driving purchasing decisions in the Denpasar City Community. The population in this study consisted of consumers who had visited one of the coffee shops in Denpasar City. The sample is part of the number and characteristics possessed by the population; if the population is large, researchers cannot study the population.

All those in the population. The appropriate sample size can be determined from the number of research indicators at least 5-10 times the number of indicators (Hair et al., 2010). Based on these provisions, the number of samples used was 16 x 5 = 80 respondents. Furthermore, the sampling in

this study used purposive sampling, which is based on a consideration determined by the researcher himself. Data analysis using SEM-PLS inferential analysis.

RESULT AND DISCUSSION

Measurement Model Test. The results show that the loading factor value of all indicators is above 0.5, except X2.1, which means that almost all indicators measure their latent constructs well. The loading factor value of each indicator is shown in Table 1. The results show that the AVE value of all constructs except Green marketing is more significant than 0.5, which means that the constructs have adequate convergence. Fornell and Larcker (1981) state that if AVE is less than 0.5 but Composite Reliability is higher than 0.6, then the convergent validity of the construct is still considered adequate. The results showed that the CR value of each construct was above 0.7. It means that all indicators consistently reflect the same latent construct. The CR value of each construct is shown in Table 2.

Table 2. Test Results Validity

Construct	Indicator / Item	P value	Loading factor	AVE	CR
Brand Image (X1)	X1.1 *Coffee shops* have different flavors	<0.001	0,599	0,648	0,878
	X1.2 *Coffee shop* has advantages	<0.001	0,842		
	X1.3 *Coffee shops* are unique	<0.001	0,884		
	X1.4 *Coffee shop* is a known	<0.001	0,862		
Green Marketing (X2)	X2.1 The eco-friendly products at my favorite *coffee shop* are marketed attractively.	<0.001	0,372	0,49	0,779
	X2.2 The packaging at my favorite *coffee shop* can be *reused* or *recycled*.	<0.001	0,592		
	X2.3 A portion of the price of the products at my favorite *coffee shop* goes towards environmentally friendly activities.	<0.001	0,865		
	X2.4 My regular *coffee shop* emphasizes in its promotions that it has adopted environmentally friendly production processes.	<0.001	0,851		
Customer Satisfaction (Z1)	Z1.1 My favorite *coffee shop* product has a taste that matches my expectations.	<0.001	0,848	0,743	0,92
	Z1.2 I am satisfied with the service provided at my favorite *coffee shop*.	<0.001	0,898		
	Z1.3 I am satisfied with the facilities provided at my favorite *coffee shop*.	<0.001	0,901		
	Z1.4 I am satisfied consuming *coffee* at the *coffee shop I* subscribe to	<0.001	0,797		
Purchase Decision (Y1)	Y1.1 I am interested in revisiting my *coffee shop* subscription	<0.001	0,898	0,783	0,935
	Y1.2 I would recommend a regular *coffee shop*	<0.001	0,85		
	Y1.3 I choose my favorite *coffee shop* if I want to drink coffee.	<0.001	0,916		
	Y1.4 I look for the latest information about the *coffee shop I* subscribe to	<0.001	0,874		

Source: Data processed 2024

The results showed that the root AVE (√AVE or Square root Average Variance Extracted) of the variables brand image, green marketing, customer satisfaction, and purchasing decisions is greater than the correlation value between variables in the research model. It shows that all variables have good discriminant validity. The discriminant validity test is shown in Table 3.

Table 3. Test Results Discriminant Validity

Construct	AVE	√AVE	*Brand Image*	*Green Marketing*	*Customer Satisfaction*	**Purchase Decision**
Brand Image	0.648	0.805				
Green Marketing	0.49	0.700	0.152			
Customer Satisfaction	0.743	0.862	-0.017	0.588		
Purchase Decision	0.783	0.885	-0.087	0.467	0.675	

Source: Data processed 2024

Hypothesis Test. Brand image hurts purchasing decisions, and the relationship is insignificant at 0.05. Thus, H1 is rejected. Brand image hurts customer satisfaction, and the relationship is insignificant at 0.05. Thus, H2 is rejected. Green marketing positively affects purchasing decisions, and the relationship is insignificant at 0.05.

Further testing without mediation variables shows that green marketing positively and significantly affects purchasing decisions (Figure 5.4); thus, H3 is accepted. Green marketing positively affects customer satisfaction, and the relationship is significant at 0.001. Thus, H4 is accepted. Customer satisfaction positively affects purchasing decisions, and the relationship is significant at the 0.001 level. Thus, H5 is accepted.

Customer Satisfaction perfectly mediates the effect of Brand Image on Purchasing Decisions. Tested separately, the effect of Brand Image on Purchasing Decision shows significant results ($p<0.01$; $\beta=-0.25$). When Customer Satisfaction is included in the model as a mediator, the path coefficient of the effect of Brand Image on Purchasing Decisions decreases until the relationship is not significant ($p=0.12$; $\beta=-0.13$). It indicates the perfect mediating role of Customer Satisfaction in the relationship, so H6 is accepted. Customer Satisfaction perfectly mediates the effect of Green Marketing on Purchasing Decisions. Tested separately, the effect of Green Marketing on Purchase Decision shows significant results ($p<0.01$; $\beta = 0.48$). When Customer Satisfaction was included in the model as a mediator, the path coefficient of the effect of Green Marketing on Purchasing Decisions decreased until the relationship was insignificant ($p=0.09$; $\beta=0.14$). It indicates the perfect mediating role of Customer Satisfaction in the relationship, so H7 is accepted.

The R-value of customer satisfaction is 0.35, based on the criteria of Ghozali and Latan (2012); the model includes moderate model criteria that tend to be strong, meaning that variations in brand image and green marketing explain customer satisfaction by 35 percent, the remaining 65 percent is explained by variations in other variables outside the model. While the purchase decision has an R-square value of 0.46 or includes a moderate model that tends to be strong, meaning that variations in brand image, green marketing, and customer satisfaction can explain variations in purchasing decisions by 46 percent, the remaining 54 percent is explained by variations in other constructs outside the robust criteria model, meaning that variations in exogenous constructs can predict 98.8% of variations in endogenous constructs. Based on the results of Q2, the global model estimation

results are included in the moderate criteria tending to be strong, meaning that variations in exogenous constructs can predict 31 percent of the variation in endogenous constructs.

Table 4. Hypothesis Test Results

Construct	Path Coefficient	P value	Description
Brand Image -> Customer Satisfaction	-0.005	0.483	Not Significant
Green Marketing -> Customer Satisfaction	0.600	<0.001	Significant
Brand Image -> Purchase Decision	-0.100	0.180	Not Significant
Green Marketing -> Purchase Decision	0.111	0.154	Not Significant
Customer Satisfaction -> Purchase Decision	0.598	<0.001	Significant

R^2 *Customer Satisfaction*: 0.342
R^2 Purchase Decision: 0,464
Q^2 : 0,308

Source: Data processed 2024

The Effect of Brand Image on Purchasing Decisions. The analysis of the effect of brand image on purchasing decisions shows that brand image has a negative and insignificant effect on purchasing decisions in the coffee shop industry in Denpasar City. Thus, H1 is rejected. It means that the higher the brand image, the lower the purchasing decision, but this influence needs to be more accurate. This insignificant relationship is because some indicators get an assessment score below the average: coffee shops have different flavors. It shows that customers often focus more on their direct experience when visiting a coffee shop rather than relying solely on brand image when deciding to buy. Factors such as coffee flavor, service quality, ambiance, and price can have a more significant impact than the brand image that may be formed from advertising or promotion. This statement is supported by looking at the facts in the field firstly that 62.5 respondents in this study are aged 20-30 years, and in that age range, they tend to like to try new things, so even though Denpasar City coffee shops have a good brand image, they will not decide to buy the coffee shop. Secondly, there are many coffee shops in Denpasar, so even though the brand image of the coffee shop is good, they will still want to try other coffee shops.

The Effect of Brand Image on Customer Satisfaction. The analysis of the effect of brand image on customer satisfaction shows that brand image has a negative and insignificant effect on customer satisfaction in the coffee shop industry in Denpasar City; thus, H2 is rejected. It means that the higher the brand image, the lower the customer satisfaction, but the effect is unnatural.

This insignificant relationship is because an indicator obtained an assessment score below the average: coffee shops have different flavors. It suggests that customers often focus more on their direct experience when visiting a coffee shop rather than relying solely on brand image. Factors such as coffee flavor, service quality, atmosphere, and price can have a more significant impact than the brand image formed from advertising or promotion. This statement is supported by looking at the facts in the field firstly that 62.5 respondents in this study are aged 20-30 years, and in that age range, they tend to like to try new things, so even though Denpasar City coffee shops have a good brand image, they will still not be satisfied with the coffee shop. Secondly, there are many coffee shops in Denpasar, so even though they are satisfied with the coffee shop, they will still want to try other coffee shops.

The Effect of Green Marketing on Purchasing Decisions. The analysis of the effect of green marketing on purchasing decisions shows that green marketing has a positive effect on purchasing decisions, and the relationship is not significant at the 0.05 level. Further testing is carried out

without mediation variables, showing that green marketing positively and significantly affects purchasing decisions (Figure 5.4); thus, H3 is accepted. It means that the higher the green marketing, the higher the purchasing decision.

Donni (2017) explains that green marketing develops by considering consumers' satisfaction, needs, wants, and desires concerning the maintenance and preservation of the environment. Grewal and Levy (2010) define green marketing as strategic efforts made by companies to provide environmentally friendly goods and services to their target consumers. It includes several aspects in the production process, such as packaging and marketing to consumers as environmentally friendly products. Under these conditions, green marketing is essential in shaping customer intention to buy on their next visit. Thus, green marketing can significantly increase purchasing decisions.

The Effect of Green Marketing on Customer Satisfaction. The results of the analysis of the effect of green marketing on customer satisfaction show that green marketing has a positive effect on customer satisfaction, and the relationship is significant; thus, H4 is accepted. It means that the higher the green marketing, the higher the customer satisfaction.

Donni (2017: 277) explains that green marketing develops by considering the satisfaction, needs, wants, and desires of consumers concerning the maintenance and preservation of the environment. Grewal and Levy (2010) define green marketing as strategic efforts made by companies to provide environmentally friendly goods and services to their target consumers. It includes several aspects in the production process, such as packaging and marketing to consumers as environmentally friendly products. Under these conditions, it is very logical if green marketing becomes essential in shaping customer intention to buy on their next visit. Thus, green marketing can significantly increase customer satisfaction.

The Effect of Customer Satisfaction on Purchasing Decisions. The analysis of the effect of customer satisfaction on purchasing decisions shows that customer satisfaction has a positive effect on purchasing decisions, and the relationship is significant; thus, H5 is accepted. This means that the higher the customer satisfaction level, the higher the purchasing decision.

Customer satisfaction is a cognitive situation in which buyers feel valued equally or unequally, based on the sacrifices made by Tjiptono and Diana (2019). Customer satisfaction is the accumulated result of consumers or customers using products and services. Customer satisfaction can be realized because of several factors that influence it. Factors affecting customer satisfaction are product quality, price, service quality, emotional factors and convenience (Handayani & Pratama, 2019). According to Supranto (2006), satisfaction is the level of a person's feelings after comparing the perceived performance (results) with his expectations. Customer expectations can be formed from past experiences, comments from relatives and promises and information from marketers and competitors. Satisfied customers will be loyal. Under these conditions, customer satisfaction is essential in shaping customers' intentions to buy on their next visit. Thus, customer satisfaction can significantly increase purchasing decisions.

The role of Customer Satisfaction mediates the influence of Brand Image on Purchasing Decisions. The analysis results show that customer satisfaction perfectly mediates the effect of brand image on purchasing decisions. Tested separately, the effect of Brand Image on Purchasing Decisions shows significant results ($p < 0.01$; $\beta = 0.25$). When Customer Satisfaction is included in the model as a mediator, the path coefficient of the effect of Brand Image on Purchasing Decisions decreases until the relationship is not significant ($p=0.12$; $\beta=-0.13$). It indicates the perfect mediating role of Customer Satisfaction in the relationship, so H6 is accepted.

In mediation, customer satisfaction intermediates brand image and purchasing decisions. A good brand image increases customer expectations of the product or service. If these expectations

are well met, customer satisfaction increases, and this level of satisfaction directly affects the customer's decision to repurchase or recommend the product or service to others. This mediation reflects the psychological mechanism by which customer perceptions and expectations (which are influenced by brand image) lead to a positive evaluation of the experience (customer satisfaction), influencing the purchase decision.

The role of Customer Satisfaction mediates the influence of Green Marketing on Purchasing Decisions. Based on the analysis results, customer satisfaction perfectly mediates the influence of green marketing on purchasing decisions. Tested separately, the effect of green marketing on purchasing decisions shows significant results ($p < 0.01$; $\beta = 0.48$). When customer satisfaction is included in the model as a mediator, the path coefficient of the effect of green marketing on purchasing decisions decreases until the relationship is insignificant ($p = 0.09$; $\beta = 0.14$). It indicates the perfect mediating role of Customer Satisfaction in the relationship, so H7 is accepted.

In the context of perfect mediation, customer satisfaction acts as an intermediary between green marketing and purchasing decisions. Effective green marketing can create positive perceptions in customers' minds toward environmentally responsible companies. When customers are satisfied with the products or services received, including because of the sustainability values upheld, this strengthens the relationship between green marketing and purchasing decisions. Customers who care about the environment and sustainability are more likely to choose products or services from companies that promote values that align with their own. Green marketing can communicate this value congruence to customers, and customer satisfaction resulting from environmentally friendly products or services strengthens green marketing's contribution to purchase decisions.

CONCLUSION

1. Brand image has a negative and insignificant effect on purchasing decisions in the coffee shop industry in Denpasar City. This means the higher the brand image, the lower the purchasing decision, but the decline is unreal.
2. Brand image has a negative and insignificant effect on customer satisfaction in the coffee shop industry in Denpasar City. It means that the higher the brand image, the lower the customer satisfaction in the coffee shop industry in Denpasar City, but the decline is not natural.
3. Green marketing has a positive and significant effect on purchasing decisions in the coffee shop industry in Denpasar City. This means that the higher the green marketing, the higher the purchasing decisions in the coffee shop industry in Denpasar City will be.
4. Green marketing positively and significantly affects customer satisfaction in the coffee shop industry in Denpasar City. This means that the higher the green marketing, the higher the customer satisfaction in the coffee shop industry in Denpasar City will be.
5. Customer satisfaction has a significant positive effect on purchasing decisions in the coffee shop industry in Denpasar City. This means that the higher the customer satisfaction, the higher the purchasing decision in the coffee shop industry in Denpasar City.
6. Customer Satisfaction perfectly mediates the effect of brand image on purchasing decisions. Customer satisfaction can explain why brand image can influence purchasing decisions.
7. Customer Satisfaction perfectly mediates the effect of green marketing on purchasing decisions. Customer satisfaction can explain why green marketing can influence purchasing decisions.

Research Advice. The researcher's suggestion for the brand image of coffee shops in Denpasar City is to conduct surveys and analyses to understand consumer preferences related to coffee flavors. Consider factors such as the type of coffee beans, roasting method, brewing technique, and

flavor variations that are most popular with customers in Denpasar City. Evaluate the sustainability of the current packaging. Review the extent to which the packaging can be recycled or recyclable, as well as the environmental impact of using the packaging. Review factors such as location, coffee quality, price, ambiance, coffee and non-coffee menu, service, sustainability, and other aspects influencing customers' decisions in choosing a subscription coffee shop.

Limitations of The Study. The results of this study cannot be generalized to other industries, meaning that this study can only explain the Denpasar City coffee shop industry because the unique characteristics found in industries other than the hospitality industry may change the factors that influence consumer purchasing decisions. Secondly, this research is explanatory; it does not manipulate the antecedents like experimental research, so conclusions on the relationship between concepts in this study require further and ongoing study.

Suggestions for Future Research. Some suggestions for future research are to explore other factors that may affect purchasing decisions, such as customer experience variables and shopping value variables (hedonic value and utilitarian value).

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